DOCUMENT RESUME

ED 432 021 CS 510 101

AUTHOR	Ramsey, Shirley, Ed.
TITLE	PR Bibliography, 1999.
ISSN	ISSN-0363-8111
PUB DATE	1999-00-00
NOTE	117p.; For the 1998 edition, see ED 420 893.
AVAILABLE FROM	JAI Press Inc., 100 Prospect Street, P.O. Box 811, Stamford, CT 06904-0811; Tel: 800-398-9985 (Toll Free); Web site: http://www.jaipress.com ($32.50). ($32.50).
PUB TYPE	Collected Works - Serials (022) -- Reference Materials - Bibliographies (131)
JOURNAL CIT	Public Relations Review; v25 1999
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Administration; Annotated Bibliographies; Business Communication; Crisis Management; *Ethics; Higher Education; Internet; Marketing; Mass Media; *Media Research; *Public Relations; Speech Communication; Writing Skills
IDENTIFIERS	Professional Concerns; Research Synthesis; Visual Communication

ABSTRACT

This annotated bibliography presents an overview of journal articles and books on public relations that can be helpful to teachers and students as well as to practitioners and managers. New categories for this 1999 edition of the bibliography include Public Relations Theory, Feminist Issues in Public Relations, and Environmental Public Relations. Growing interest in all aspects of technology and Public Relations produced an expanded category for Technology and Graphics. The bibliography is subdivided into 41 categories including campaigns; corporate image impression management; crisis management; education; ethics; international relations; law; marketing; public opinion persuasion; research; speech spokespersons; visual communication; and writing techniques. An alphabetical list of journals is attached. (RS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****